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# USDA Inside USDA Information

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## IN STORE FOR YOU

Information overload finally recognized...more on National Publications Act of 1979...a packet from Georgia...some title suggestions...a school team...books to China...a job with skis...a run-down on four meetings...all for you in "Inside Information."

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## THAT'S OVERLOADED

The "National Observer" recently contained an article about influence peddling...said it isn't what it used to be. Washington has become a city of information overload, it wrote.

Yes and no to that, perhaps...but of interest to us was the further comment that information overload isn't simply a tiring process...but...one that immerses subjects in so much detail that they sometimes become separated from their basic meaning. How true.

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## MORE ON H.R. 5424

Regardless...we're going to continue with our reporting of the National Publications Act of 1979, H.R. 5424.

Sponsors of the bill anticipate that members serving on the Commission on a part-time basis would maintain strong ties to the "professional communities they represent"...and would "maintain their professional positions from which they were selected." The chairman, who could be chosen from any source, would have a 5-year term and could not be reappointed. The chairman's position would be a full-time responsibility.

Sponsors also feel that "a degree of tension exists between the various groups" and that there would be "ideological competition" as Commission members represent their constituencies...that this "will foster the fullest exchange of ideas and discussion of issues which are involved...."

Be that as it may, the Commission would both set policy for all federal executive branch printing and have a professional staff limited to 15 people who would administer that policy for the chairperson...who also would serve as the chief exec. officer. Thus the Commission would make policy and administer policy.

The Joint Committee on Printing would be abolished. The present provisions of Title 44 would be subject to adoption or change. This would give the Commission very broad powers and would make all policies and regs subject to change as the makeup of the seven voting members changed. The Administrative Committees of Congress would establish regs to control legislative printing. Next week, "Inside..." will give you more details.

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DOWN IN GEORGIA...

We know similar things are going on in many places, but we can't help but mention the full packet of stories, plus an events calendar, we received recently from Randall Cofer, U. of Georgia.

The calendar particularly was impressive...practically every day in October had an event of some sort going on in the state. Press releases, features, fillers, etc. were typeset...not typewritten...looks clean and professional.

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DRY OR WRY?

Remember those kooky titles Ham Kenney, Canada, sent this way? Now comes a comment from Don Nelson, SEA.

Don says the Utah energy office treated a dry subject like so: "Dry It, You'll Like It." That became the head for a free booklet containing simple, do-it-yourself plans for three solar dehydrators. Then he pointed out: "This droll, dry booklet says the solar dehydrators dry food for storage as quickly as electric units and are about 4 times faster than natural sun drying. In addition, the solar units could save more than 300 kw hours of electric drying during the dry(ing) season." He got the item from the "CRD Newsletter," out of Texas.

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HE MILKED THIS ONE

Among the printable titles sent to us by Ralph Salisbury, Oregon State U., was "So You Own a Cow...Now What?" That was from an OSU fact sheet...down in the copy was the statement: "If you already own a cow or goat, good luck."

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KEEPING UP IS ROUGH

A few weeks ago, we mentioned the Iowa research report and noted that Sherry Bryson did the report. Bob Kern, now with GPA for a spell, reminds us that Sherry left soon after doing the report to join her husband in Hawaii. Her successor soon became so much a part of the environment at Iowa State that "...we forgot others don't know."

Karen Bolluyt is the new associate editor there for experiment station work. Her first BIG project was a 20-minute slide presentation on what's doing with solar energy research. We'll be looking for it.

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KENAF FOR WOOD PULP?

Bill Hamilton and John Bassett, Forest Service, shipped us a copy of an article in a recent issue of "Printing Impressions." The article plugs kenaf, a plant expected to yield enough pulp from an acre to be 9 times greater than the yield from an acre of comparable forest land.

The article mentions paper made from kenaf at the SEA regional office in Peoria, Ill., and discusses growers' experiences in raising the plant. One grower said, "we took 4 months to grow the crop, another month to make it quit growing (as high as 17') and another 2 months to figure out how to harvest it."

Strength properties of the kenaf pulp are similar to wood, as are fiber yields. There is a brightness problem, but kenaf has proved receptive to bleaching.

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SEND TEAM TO SCHOOL

If you want to form a team of editors, writers, and designers to work on a publication, exhibit, or audiovisual project, you can enroll as a team in a special weeklong Studio Seminar conducted by the National Endowment for the Arts. It will be run by the Endowment's Institute for Continuing Studies in Design, Management and Communication, in cooperation with Catholic University. Dates are December 9-15, 1979.

The intent is that you'll use an actual project to be printed or produced within 6 months following the seminar. Professionals will advise and work with you. There will be workshops, lectures, and critiques on your project. GPA's own David Sutton, chief of the Design Division, will be on the seminar faculty...along with a dozen others, including several big names from hotshot commercial outfits in New York and Boston.

The seminar is limited to 24 teams, so if you are interested, grab \$100 for book and tour fees and put in a call immediately to Mary Beth Caviness at the National Endowment, 202-797-7770. Better call today to see if there are any slots left.

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B C  
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On Nov. 1 the Government Printing Office will open its 27th bookstore in Pittsburgh, Pa. On another front, B. Dalton Bookstores will shortly start selling selected Government publications in their 380 stores. On still another front, officials of the People's Republic of China recently visited GPO and expressed interest in buying quantities of U.S. Government publications on a continuing basis for shipment to China.

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EDITOR CHRIS

Christine Quinn, the pretty part of the Chris and Larry team, is the new editor of "Farm Credits," the news publication of the Farm Credit System. Chris joined the Public Affairs Division of the Farm Credit Administration in 1974, following a stint on the Texas A&M University staff where, among other things, she edited a biweekly faculty-staff newsletter and a bimonthly publication.

Chris takes over "Farm Credits" from Harold Street, information man about D.C. town, who recently departed FCA and fled from the "semi-tropical swamp on the Potomac" to edit the Independent Banker for the Independent Bankers Association in cooler Sauk Centre, Minn. Ironically, this year it snowed hard on the "swamp" on Oct. 10, before it did in Sauk Centre. The previous "Farm Credits" honcho was Ben Sunbury, who was getting the hang of it quite well after 18 years, but is now working the Hill.

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JOB OPENING...

How would you like to live in Jackson, Wy., and develop and implement a public info. program as a Public Info. Officer for Region 4 of the USDA Forest Service? You can do it, and get paid a GS-11 salary, too! Needed: 6 yrs. exp. in public inf.; 1 yr. shld be equiv. to GS-9 in Fed. serv. Ed. may subs. for exper. Grab your skis and write Y. Diarte, USDA-FSer., R4, Personnel Mgmt, Fed. Bldg., 324 25th St., Ogden, Ut. 84401, before Nov. 5. FTS is 586-3300; Commercial, (801) 626-3300.

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## RELATIONS

The annual fall meetings of several professional communicator groups are upon us. The Agricultural Relations Council meets at the Hospitality Inn in St. Louis, Mo., Oct. 29-31. The ARC activities start at 7:00 p.m., Oct. 29, with an informal "warm up" session to shake off leg cramps from the plane ride and to inoculate people to the rigors of the next few days.

The formal ARC meetings start with a 7:30 a.m. breakfast, Oct. 30. The morning sessions feature such headline subjects as Environmental Concerns vs. All-Out Agricultural Production, P.R. Challenges of the 80's, How to Live with the Media and Survive, How Will We Communicate with the New Generation of Farmers?, That's What You Think!, and New Ways to Motivate People. Founders Awards will be presented at the evening banquet, and the ARC business meeting at 8:30 a.m. the next morning, Oct. 31, will close the meeting.

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## CLINIC

The American Agricultural Editors' Association meeting at the Sheraton St. Louis Hotel follows on the heels of the ARC closing session. ARC attendees will be shuttled over to the Sheraton to check in, where the AAEA will already be underway with an 8:00 a.m. press conference, followed by another press conference at 10:30 a.m. that blends into a luncheon at 11:30 a.m.

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The AAEA COMMUNICATIONS CLINIC starts at 1:30 p.m. that afternoon, Oct. 31, with such subjects as: How I Shot the Russians (fl.8 at 250), Highlights of AAEA Job Evaluation Survey, and Interviewing Tactics That Can Save Your Story. The next morning, Nov. 1, AAEA will hold its annual business meeting, and in the afternoon will tackle: Investigative Reporting in Farm Magazines, Surviving A Format Change, How to Avoid Legal Pitfalls, Putting Farm Magazine Surveys to Work, Perking up Your Editorial Punch, ending with the AAEA banquet on the evening of Nov. 1. A 7:30 a.m. breakfast and a 9:00 a.m. press conference the next morning, Nov. 2, end the AAEA meeting.

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## WRITERS

The Newspaper Farm Editors of America will meet in Kansas City, Mo., Nov. 5-7, at the Alameda Plaza Hotel. The meeting, chaired by Fred Kiewit, starts the evening of the 5th, has a full house of speakers on the morning and afternoon of the 6th, with Dr. Duane Acker, president of Kansas State University, highlighting the noon luncheon. Sessions end on the 7th with a visit to the Kansas City Board of Trade, where longtime Star scribe Rod Turnbull will preside. Don Kendall, dean of the USDA press contingent is president of NFEA.

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## BROADCASTERS

The National Association of Farm Broadcasters move into Kansas City the next day with an evening reception, and hold forth Nov. 8-11 at the Crown Center Hotel. The NAFB will run off its business meetings, reports, general sessions, and regional confabs the 9th and 10th, with the election of officers the afternoon of the 10th, installation that evening, and a parting Continental breakfast on the 11th, followed with a brunch and Sunday services at 10:30 a.m.